

2021 Nation-Wide Game of Animal Health

TAG!!!

CAHI is committed to ensuring that Canadian veterinarians, producers and animal owners have access to the best, most innovative veterinary products available. As part of this commitment, CAHI has launched the Priority Animal Health Needs (PAHNs) initiative, bringing together veterinarians, producers, animal owners, CAHI's member companies and our federal regulators to identify the products that we need, the barriers that exist to bringing them here, and new strategies to overcome these barriers. To help introduce the Canadian animal health sector to the PAHNs initiative in 2021, we are launching a fun, interactive game on our social media channels.

On March 22nd, we will launch a **"CAHI Nation-Wide Game of Animal Health Tag"**! which will run off the CAHI Facebook, Twitter and Instagram platforms for a week. The goal of Nationwide Tag is to see which province can come together and generate the highest number of CAHI followers & likes in 7 days!

WHO CAN PLAY? *Anyone* who works in the Canadian animal health industry! Veterinarians, RVTs, industry reps, producers, farm hands, trainers, handlers, etc. – we want to hear from everyone!

HOW DO YOU WIN? Make sure your province has the most people tagging it as their location in the comments section of the original post. We will then randomly select the name of one individual from that province to win an amazing prize package worth \$500. In addition to CAHI's core prize package, our member companies and organizations have also contributed some very special swag items for the winner of the game. The species sector with the most tags will also get a "shout-out" and ultimate bragging rights.

HOW TO PLAY:

- 1) **Tune in** to CAHI's Facebook, Twitter or Instagram channels on Monday, March 22, 2021 for the start of the game
- 2) **React** to the initial game post & **follow** at least one of our social media channels
- 3) **Comment** on the initial game post, telling us which province you are in, what your animal health industry job title is, and what species you work with – this is your entry for the prize draw
- 4) **Tag everyone** you know who should participate

We can't wait to see how Canadians across the country can rally to recognize all the various sectors and individuals that benefit from the work that we do. Good Luck everyone!

And now...

TAG!!! You're it!